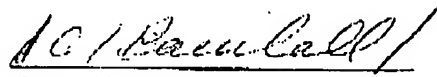


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Anne E. Barschall

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Inventor Name(s): YASSIN & ALSAFADI

Title: MICRO-AUCTION ON TELEVISION FOR THE SELECTION OF
COMMERCIALS

Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

RULE 116 AMENDMENT

Sir:

In response to the final office action of 8/24/06, please amend the application as follows: